



KSHB-TV

ORDER

Print Date 10/15/12 Page 1 of 3

Flight Dates **10/30/12-11/05/12**

Contract / Revision **314735 / 375 - Issue. MHE Adds V2**
Original Date / Revision
 10/15/12 10/15/12
Advertiser **Missourians for Health and**
Agency **Buying Time LLC**
Buying Contact
650 Massachusetts Avenue NW - S
Washington, DC 20001

Agency **Buying Time LLC**
Buying Contact
650 Massachusetts Avenue NW - S
Washington, DC 20001

Product
Agency Com 15%
Billing Contact
650 Massachusetts Avenue NW - S
Washington, DC 20001

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate # **2429**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 100% Market Value 28400

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	%	0
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	52	\$24,140.00	\$28,400.00	0.00	10/29/12	11/05/12	52	\$24,140.00	\$28,400.00
Totals	52	\$24,140.00	\$28,400.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/30/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	-----	:30	0	\$550.00	P-1	0.00 NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- 1- 1---		2		\$550.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$550.00		0.00				
N 2	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	-----	:30	0	\$650.00	P-1	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- 1111--		4		\$650.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$650.00		0.00				
N 3	KSHB	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	-----	:30	0	\$250.00	P-2	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **314735** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:20:00

Advertiser **Missourians for Health and Product** 375 - Issue. MHE Adds V2 Estimate # **2429**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	KSHB	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	-----	:30	0	\$250.00	P-2	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1111--					4	\$250.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$250.00		0.00		
N 4	KSHB	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	-----	:30	0	\$150.00	P-1	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1111--					4	\$150.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$150.00		0.00		
N 5	KSHB	10/30/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	-----	:30	0	\$250.00	P-2	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1111--					4	\$250.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$250.00		0.00		
N 6	KSHB	10/30/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	-----	:30	0	\$400.00	P-2	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1111--					4	\$400.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00		
N 7	KSHB	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	-----	:30	0	\$850.00	P-3	0.00 NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1111--					4	\$850.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$850.00		0.00		
N 8	KSHB	10/30/12	11/05/12	Monday Prime C Monday Prime C	CM	9-10p	-----	:30	0	\$1,800.00	P-2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----					0	\$1,800.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$1,800.00		0.00		
N 9	KSHB	10/30/12	11/05/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-----	:30	0	\$400.00	P-1	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1111--					4	\$400.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00		
N 10	KSHB	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	-----	:30	0	\$100.00	P-3	0.00 NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1111--					4	\$100.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$100.00		0.00		
N 11	KSHB	10/30/12	11/05/12	Tuesday Prime B Tuesday Prime B	CM	8-9p	-----	:30	0	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	- 1-----					1	\$1,500.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 12	KSHB	10/30/12	11/05/12	Thursday Prime C Thursday Prime C	CM	9-10p	-----	:30	0	\$1,500.00	P-1	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	--- 1---					1	\$1,500.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
N 13	KSHB	10/30/12	11/05/12	Friday Prime A Friday Prime A	CM	7-8p	-----	:30	0	\$1,000.00	P-2	0.00 NM	1	\$1,000.00



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Missourians for Health and Product** 375 - Issue. MHE Adds V2 Estimate # **2429**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 13	KSHB	10/30/12	11/05/12	Friday Prime A Friday Prime A	CM	7-8p	-----	:30	0	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	----1--		1				\$1,000.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 14	KSHB	10/30/12	11/05/12	Sa Today Show Sa Today Show	CM	6-8a	-----	:30	0	\$250.00	P-1	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1-		1				\$250.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 15	KSHB	10/30/12	11/05/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----	:30	0	\$300.00	P-1	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1-		1				\$300.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 16	KSHB	10/30/12	11/05/12	Su Today Show Su Today Show	CM	7-8a	-----	:30	0	\$350.00	P-1	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1		1				\$350.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 17	KSHB	10/30/12	11/05/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----	:30	0	\$300.00	P-1	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1		1				\$300.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 18	KSHB	10/30/12	11/05/12	NFL Game NFL Game	CM	7-1030p NFL Game	-----	:30	0	\$4,500.00	P-2	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1		1				\$4,500.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
Totals													52	\$28,400.00